

Analysis of the Effect of Delivery Service Quality on Customer Satisfaction of PT. JNE

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ABSTRACT

This research aims to test whether there is an influence on the quality of service, on customer satisfaction towards PT JNE Binjai City. The study used primary data with the dissemination of questionnaires. The population in the study is the general public of Jakarta who use jne express delivery service with a sample number of 100 respondents using purposive sampling technique. The data processing method in this search uses structural equation modeling (SEM) by using the SmartPLS 3.0 application. The results of this study show that service quality variables have a significant effect on customer satisfaction. Then variable pricing has no effect on customer satisfaction. Facility variables have no effect on customer satisfaction. Furthermore, the quality of service has a significant effect on trust. Then variable pricing has no effect on trust. Facility variables have a significant effect on trust. Furthermore, customer satisfaction variables directly have no effect on trust. So it can be said that customer satisfaction does not affect customer trust.

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1. Introduction

JNE is a company which is engaged in a shipping and logistics field based in Jakarta, Indonesia. The development of the technology field at this time has an impact on the Indonesian economy, one of which is in the service industry. This is related to the increasing number of online buying and selling businesses carried out by various online business actors ranging from the community to online shop companies.

The online buying and selling business requires package delivery services such as JNE to deliver goods ordered at online stores to customers with easy, fast, safe, and good in the city, outside the city and outside the island because online business actors are currently spread both in big cities and in regions, so the need for this delivery service covers all of Indonesia.

In this sophisticated era, goods delivery activities or expedition services are increasingly favored every day by people in Indonesia. The number of people who send goods makes shipping services very important for the community, especially the advancement of technology in this era of globalization makes people's interests like everything that is easy and practical. Especially the business of sending goods that involve regional affordability. The distance between the sender and the recipient becomes infinite and the distance can be bridged by the delivery service. The existence

of delivery services is able to support business actors because they can deliver goods to customers either located near the business location or far outside the industry's operational area, so as to expand market coverage which will automatically be profitable for the service industry.

More and more people are using delivery services. So the quality of service becomes very important to win the competition. By mastering what customers need and expect from the quality of service provided, so that a certain added value will be obtained for the industry. Service quality needs to get great attention from the company, because service quality has a direct relationship with competitive expertise and the level of company profits. PT JNE on Jln.Tengku Amir Hamzah No 378 Jati Makmur North Binjai, Binjai City as a company engaged in the delivery of goods, of course, always prioritizes the best service for customers to provide quality service. In a pre-survey, researchers found problems in service at PT in the form of services in the delivery of goods that are still not satisfying customers. Customer complaints such as goods that take too long to be delivered and customers who ask to be notified first before the courier delivers the goods.

In dealing with this problem, PT JNE provides several services such as complaints through JNE social media or by complaining to JNE by telephone. With the existence of several services in order to overcome the problem of shipments whose goods take a long time to arrive and so on. This research was conducted because the researcher was interested in the lack of quality of service provided by JNE couriers on Jln.Tengku Amir Hamzah No 378 Jati Makmur North Binjai, Binjai City. The formulation of the problem in this study is whether service quality affects customer satisfaction of PT JNE on Jln.Tengku Amir Hamzah No 378 Jati Makmur North Binjai, Binjai City. The purpose of this study was to determine the effect of service quality on customer satisfaction of PT JNE at Jln.Tengku Amir Hamzah No 378 Jati Makmur North Binjai, Binjai City.

2. Literature Reviews

2.1. Quality Literature Review Service

According to Kotler in his book Alma (2007) explains that service quality is a way of working for companies that strive to make continuous quality improvements to the processes, products and services produced by the company. Meanwhile, according to Tjiptono (2007) service quality is an effort to fulfill the needs and desires of customers and provisions delivery in balancing customer expectations.

Service quality in service companies is very important from the customer's point of view. Customers not only value the results of the service but also the process of delivering the service. According to Parasuraman et al. (1985) service quality is a form of customer assessment of the level of service received with the expected level of service. If the company wants to provide quality service that can meet the needs and desires of customers, the company is required to be able to compete, survive, and develop.

2.2. Dimensions of Service Quality

Service quality in general is not seen in separate constructs, but in aggregate where individual dimensions are included to obtain overall service quality. Tjiptono (2009: 269) states that there are five main dimensions of service quality (in order of relative importance) 1). Reliability is the ability to provide a service that has been promised immediately, accurately, and satisfactorily. This means that employees provide services in accordance with the wishes of customers. 2). Responsiveness is the desire of the staff to help customers and provide services with responsiveness, namely the motivation of the employees in solving problems faced by customers in using services. 3). Assurance includes the knowledge, competence, courtesy and trustworthiness of the staff, free from danger, risk or doubt. Namely regarding employees' good knowledge in handling customer questions or complaints. 4). Attention includes ease of establishing relationships, good communication, personal attention, and understanding of the individual needs of customers. Namely the attitude of employees who show sincere concern in serving customers. 5). Physical Evidence, which includes physical facilities, equipment, employees, and communication facilities.

2.3. Customer Satisfaction

Customer satisfaction is a process of responding to customer needs. Assessing a product to service, relating what is desired to its realization is the use of customer satisfaction. (Richard L. Oliver). According to Kotler and Keller (2009: 138) satisfaction is a person's feeling of pleasure or disappointment that comes from a comparison between his impression of the performance (or results) of a product and his expectations. Satisfying customer needs is the desire of every company. Apart from being an important factor for a company, satisfying customer needs can increase the advantage in competition. customers who are satisfied with a service offered tend to reuse the service when their needs arise in the future. at when the same needs reappear in the future day. So that company will survive and possibly even grow.

2.4. Dimensions of Customer Satisfaction

Customers will feel satisfied if their expectations are met or will be very happy if the customer's wishes are exceeded. According to Irawan (2004: 37), there are five dimensions of customer satisfaction, namely:

- Price

For sensitive customers, usually a low price is an important source of satisfaction because they will get high value for money. This price component is relatively unimportant for those who are not price sensitive.

- Service Quality

Service quality depends on three things: systems, technology and people. Customer satisfaction with service quality is usually difficult to replicate because forming attitudes and behaviors that coincide with the company's will is not an easy job. Improvements must be made starting from the recruitment process, training and work culture.

- Product Quality

Customers feel satisfied after buying and using the product if the product quality is good.

- Emotional Factor

Emotional factors are shown by customers for the satisfaction they receive in using a product/service that creates a sense of pride and confidence.

- Efficiency (Ease)

The ease of obtaining the product or service and the ease of payment can make customers more satisfied if it is relatively easy, comfortable and efficient to obtain a product or service.

2.5. Relationship between Service Quality and Customer Satisfaction

The relationship between service quality and customer satisfaction is inseparable from service creativity. To realize a quality service that aims to customer satisfaction so that will be able to master the level of assumptions and expectations of service quality (Chaniotakis et al., 2009).

The quality of service provided by the company in meeting customer expectations in the form of physical appearance, reliability, care, attention, responsiveness, and customer guarantees are about to affect customer satisfaction. The better the quality of service provided by the company, the more satisfied the customer will be with the service.

One of the main factors that ensure customer satisfaction is the customer's perception of service quality. Perceived service quality is one element of overall customer satisfaction. Previous research provides evidence to support the relationship between customer satisfaction and service quality (Yee et al., 2010). Previous research has shown that the relationship between service quality and customer satisfaction is generally positive (Liang & Zhang, 2007). In the marketing literature, customer satisfaction can lead to positive customer behavioral intentions (Qin & Prybutok, 2009). It is found that satisfied customers are more likely to show loyalty to the service provider by repurchasing, or recommending services to other people (Senic & Marinkovic, 2014) which has a positive impact on the market as well as the financial performance of the company (Lam et al., 2011).

3. Results and Discussion

The research method used in this research is quantitative research method. According to Sugiyono (2017: 8) quantitative research is a research method based on the philosophy of positivism, which is used to study certain populations or samples, data collection using research instruments, quantitative or statistical data analysis with the aim to test hypotheses that have been formalized. The population in this study were all customers who used JNE services at Jln.Tengku Amir Hamzah No 378 Jati Makmur Binjai Utara, Binjai City, whose exact number was unknown and the number of samples used was 100 respondents based on the general reference in determining the sample contained in Roscoe's theory. The research method in collecting samples in this study is to use purposive sampling. The results of the data obtained are then processed using the SPSS25 system.

3.1. Validity Test

The validity test is used to measure whether a questionnaire is valid or not. A questionnaire is said to be valid if the questions on the questionnaire and to reveal something that is measured by the questionnaire (Ghozali, 2006: 45).

3.2. Reliability Test

Reliability test is used to measure a questionnaire which is a pointer to a variable or construct. A questionnaire is said to be reliable or reliable if someone's answer to the statement is consistent - it is stable over time (Ghozali, 2006: 41).

3.3. Simple Coefficient Correlation

The simple correlation coefficient is used to determine the closeness of the relationship between two variables and to determine the direction of the relationship that occurs. The simple correlation coefficient shows how much relationship occurs between two variables.

4. Results and Discussion

4.1. Validity Test

The results of the Validity Test of the Service Quality Variable (X) are known that the average value of r count obtained is 5, the known value of r table is ... and the value of the average r count at Variable

Correlation is significant at the 0.467 Level (2-tailed)

Source: Primary data processed IBM SPSS Statistic 25

From the results of the simple coefficient analysis (r) obtained service quality with customer satisfaction is This shows that there is a strong relationship between service quality and customer satisfaction. Meanwhile, the direction of the relationship is positive because the value (r) is positive, meaning that the higher the service quality, the more customer satisfaction increases.

Table 1. Simple Linear Regression Analysis Coefficientsa

Table 1. Simple Linear Regression Analysis Coefficients				
Unstand Coeff		Stand		
Model	Std. Error	Coeff		
B		Beta	T	Sig.
1 (Constant)	.657	.357	.065	.0059
Quality				

Dependent Variable: Customer Satisfaction

Based on results equation regression simple linear regression as follows:

$$Y = 0.059 + 0.65X = 0.71$$

The linear regression equation above shows the relationship between the independent variables partially.

Table 2. Test Coefficient Determination

Model Summary

Model R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.3409	.53	.654

Predictors: (Constant), Service Quality

Based on the research results in the table above, it is known that the R square value is ..., which means that the effect of service quality (X) on customer satisfaction variables (Y) at JNE Jln.Tengku Amir Hamzah No 378 Jati Makmur Binjai Utara, Binjai City has an effect of 53%. While the remaining 34% is influenced by other factors not examined in this study.

Table 3. T test (Partial)

Unstand Coeff		Stand Coeff Beta	T	Sig.
Model B	Std. Error			
1 (Constant)	0,025	.023	278	.0065
Quality				

Dependent Variable: Customer Satisfaction

In the table above, it is known that the calculated t value of ... is greater than the t table value of 1.984 with a significance value of $0.065 < 0.05$. So it can be concluded that service quality has a significant effect on customer satisfaction of PT JNE on Jln.Tengku Amir Hamzah No 378 Jati Makmur North Binjai, Binjai City.

Based on the results of testing Service Quality on Customer Satisfaction using the SPSS 25 data processing program, several results can be seen where the validity test and reliability test show that the value obtained is $r_{count} > r_{table}$ and the reliability of the Chronbach's Alpha value of each construct of the variable which is greater than 0.05 which means that the questionnaire which is an indicator of the variable is reliable or reliable. After that, Simple Linear Regression Analysis where the constant result is 0.065 which means that the consistency value of the customer satisfaction variable is 53% and service quality is 34%, the value of the simple regression coefficient is a positive value of this shows that the quality of service of JNE Jln. Tengku Amir Hamzah No 378 Jati Makmur North Binjai, Binjai City is already in a good category in meeting customer satisfaction. Furthermore, the T Test (Partial) based on the results of data processing using the SPSS 25 system, the t value is $0.72 > t_{table}$ value so that the hypothesis that there is an effect of service quality on customer satisfaction of PT JNE on Jln.Tengku Amir Hamzah No 378 Jati Makmur North Binjai, Binjai City is accepted. The results of this study are in line with previous research conducted by Juwita Elisabeth Poluan, William A. Areros, Aneke Y. Punuindoong (2017) with the results of research that there is an influence between the quality of customer service on the company's image directly.

5. Conclusion

Based on the results of research and discussion conducted on the effect of service quality on customer satisfaction of PT JNE in Binjai City using SPSS 25 data processing, it can be concluded that there is an effect of service quality on customer satisfaction of PT JNE at Jln.Tengku Amir Hamzah No 378 Jati Makmur North Binjai, Binjai City, thus the hypothesis put forward in this study is accepted. And in order to create satisfaction with customers the company must provide maximum service, the better the quality of service provided by JNE Jln.Tengku Amir Hamzah No 378 Jati Makmur North Binjai, Binjai City, it can increase customer satisfaction.

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